

ANNUAL PERFORMANCE REPORT

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Submitted by: Population Services International Vietnam
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I. PROGRESS TOWARD OBJECTIVES AND PROJECT INDICATORS

- Signed year 2 agreements with all provincial government partners in the 7 PEPFAR priority provinces (Hanoi, Hai Phong, Quang Ninh, Nghe An, Ho Chi Minh City, Can Tho, and An Giang) to implement all program activities under the AIDSTAR contract. Program activities expanded to additional provinces (Khanh Hoa, Dien Bien, and Ba Ria Vung Tau) for condom social marketing, VCT and PMTCT communication support, Break The Cycle' (BTC) intervention and the SW-IDU (targeting sex workers who are injecting drug users) outreach intervention.
- To support the growth in program activities there was growth in program staff, including at the field level. PSI also relocated head office in December 2009.
- As part of creating an enabling environment for HIV prevention interventions, PSI in partnership with PACs conducted 17 advocacy meetings (4 in Hanoi, 2 in Quang Ninh, 2 in Hai Phong, 2 in Nghe An, 2 in An Giang, 3 in Khanh Hoa and 2 in Dien Bien) with Districts' Government authorities and owners of high-risk venues such as non-traditional outlets (NTOs) and entertainment establishments (EEs) to get their support for the HIV prevention interventions, including the condom social marketing program.
- In collaboration with the PHD/PACs, PSI's field teams updated mapping data for MARP sites (EEs for male client sites, MSM and SW hotspots for various program interventions). A detailed database of all venues is now available for all project provinces and updated on a monthly basis.
- PSI continues to look for opportunities to integrate condom social marketing into PEPFAR partners' program activities for HIV prevention. In line with this, PSI signed cooperative agreement with Chemonics and its local partners to integrate condom social marketing into their "HIV prevention in high risk workplace" interventions. As a result, over 34,000 *Number One* condoms were sold to 2 enterprises (Coal No 6 in Quang Ninh and VBL company in HCMC). In addition to the product, PSI provided technical assistance to the workplace organization, including training for 25 outreach workers and supporting communication materials targeting male clients in the venues.
- In addition to the above, PSI continued to work with Abt Associates Health Policy Initiative (HPI) project to support the 100% CUP initiative in An Giang. PSI shared its lessons learnt from the male client project and condom social marketing activities to inform the 100% CUP initiative, and worked closely with all outreach programs in An Giang to increase condom coverage in NTOs through the social marketing program.

1. Prevention/Other Behavior Change

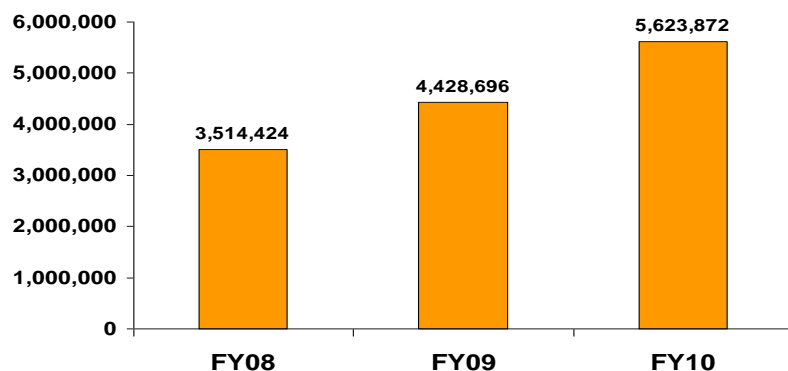
Result 1: Increased use of HIV Prevention Products (male condoms, water-based lubricants, and female condoms)

Overview (Highlights, Key Achievements)

During FY10 PSI sold over **5.6 million *Number One* male condoms** in non-traditional outlets and high risk sites in 10 priority provinces through its condom social marketing program. This represents a 141% increase over the annual sales target (4 million condoms) and a 27% growth over the *Number One* condoms sold in FY09. As part of ensuring wide coverage and high accessibility of condoms among MARP groups, the sales team mapped information of non-

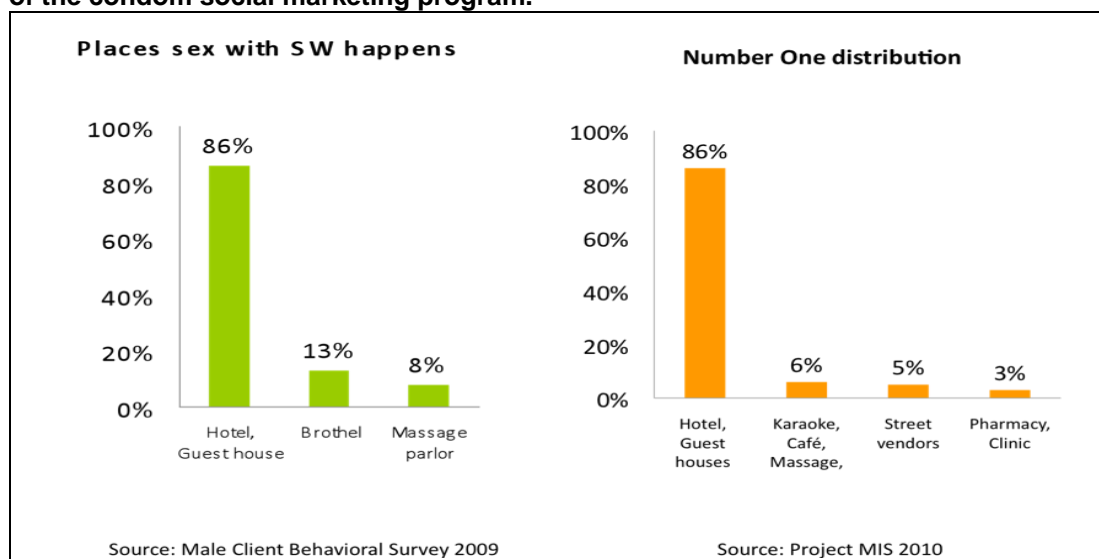
traditional outlets and high risk venues (including information collected from PACs in each province). During the reporting period (Oct 2009 to Sept 2010), **4,116 NTOs** purchased condoms from PSI's sales team. Detailed breakdown by type of outlet is provided in the Table 1 (Annex 1 – Target Updates)

Chart 1: Annual growth in Number One condom sales



According to the IBBS 2009 and PSI's Male Client Behavior Survey, a high proportion of commercial sex acts occur in these venues. PSI's 2009 Male client Behavioral Survey helped provide additional details on where male clients access SWs and where they have sex with SWs. The sales team analyzed the IBBS data and Behavior survey findings by province to ensure a highly targeted distribution system and optimize resources of the condom social marketing program in priority venues. For instance, PSI's sales strategy was adapted to more focused on some specific types of outlets in some provinces, such as street vendors in HCMC, massage parlors in Nghe An, or Café Om in Quang Ninh.

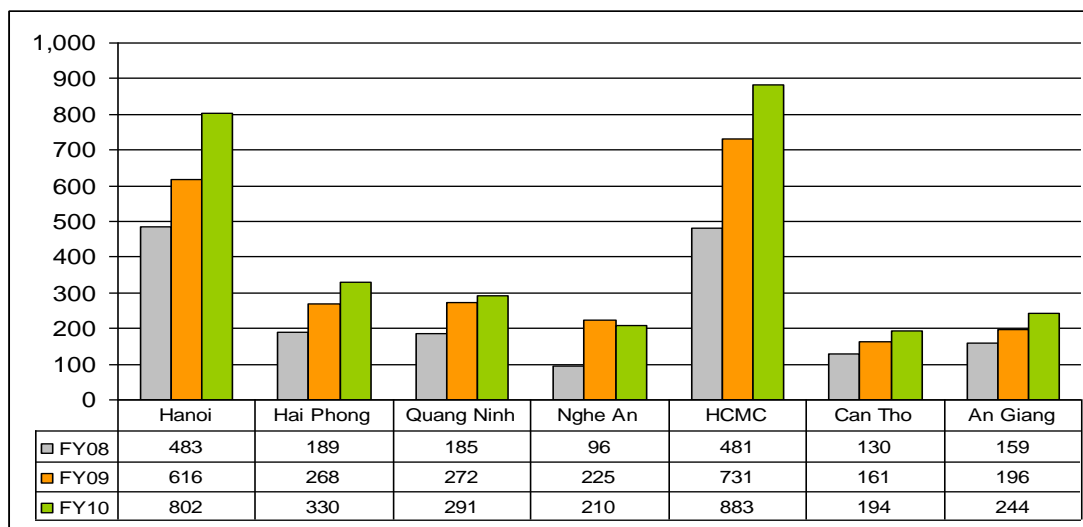
Chart 2: Linkage between reported venues for high-risk sex acts and targeted distribution of the condom social marketing program.



In line with the above finding, in FY10, the condom social marketing program increased condom availability in high-risk venues, especially in hotels/guesthouses. Sales implemented a series of promotion campaigns to improve condom availability in high-risk areas and in non-traditional outlets, and increase consistent condom use among sex workers and their male clients. The overall goal of these promotion campaigns is to change purchase habit among individuals (high risk groups and also outlet owners) to ensure long-term sustainability of the condom market in

Vietnam. Each promotion conducted by PSI's sales team is analyzed in detail by the M&E department for criteria such as number of new outlets converted, average volume of condoms purchased per outlet, cost per unit sold etc. These analyses can be provided upon request. The charts below provide details of the increased number of hotels/guesthouses in FY10 and key findings from the behavior surveys and IBBS data.

Chart 3: Number of hotels/guesthouses that bought Number One condoms in FY 10 (By province)



PSI worked closely with all PACs in target provinces to get their support in coordinating free condom distribution and CSM activities. Specifically, PACs in An Giang, HCMC, Khanh Hoa, Nghe An, Hanoi, Quang Ninh, and Dien Bien were very supportive and provided PSI a list of NTOs for MARP (e.g. hotels, guesthouses). PSI will continue to work with other PACs but it was a challenge to get the information from Hai Phong and Can Tho PACs. PSI made effort to increase CSM coverage in these high-risk outlets and also provided quarterly updates to PACs on its CSM program in terms of sales volumes and NTO coverage. In addition, PSI in collaboration with PACs conducted a series of advocacy workshops with NTO owners to develop strong relationship with them and get their support for CSM program. Finally, CSM program expanded to 2 additional provinces (Khanh Hoa and Ba Ria Vung Tau) from Q2 FY10, and expanded to Dien Bien province from Q4 FY10.

In FY10, the program sold **85,632 Number One Plus lubricant sachets** (co-packaged with *Number One* condoms) in outlets such as pharmacies, bars, clubs and select cafés in MSM and SW hot spot areas. This represents 34% of the annual sales target (250,000 lubricant sachets). Sales during the reporting period were below target due to low product and brand awareness as a result of limited marketing activities (started later in the year). Sales are also affected by high numbers of free lubricant product distributed to those who are 'willing and able' to pay subsidized prices for the product (high proportion of the MSM target group). During the next period, PSI will explore opportunities to increase marketing and communication support to MSM through innovative media channels and in partnership with local organizations targeting MSM.

Highlights: Narratives Based on the Approved Work Plan

Activities implemented to improve availability and accessibility to *Number One* condoms and *Number One Plus* lubricants:

- *Behavior Change Communication activities* – The behavior surveys (SW and SW-IDU Behavior Survey 2008, Male Client Behavior Survey 2009, and Male IDU Behavior Survey 2010) conducted by PSI and local research partners identified behavioral determinants

(barriers to) consistent condom use in high risk relationships among different MARP groups. These surveys build on the behavior information collected by the IBBS and provides additional level of detail of inform all HIV prevention activities, including communication messages for MARPs. PSI uses this information to develop training curricula, IEC materials, interpersonal communication tools and mass media campaign to help increase consistent condom use. For instance, PSI worked with local training agencies (CHP and ISMS) to conduct trainings for the existing networks of peer educators and outreach workers (PE/OW) targeting SW, IDU and MSM groups in all project provinces. In collaboration with PACT/Vietnam, PSI also provided technical assistance to PACT's local partners through training and communication materials. PSI incorporated the behavior findings as part of its comprehensive Male Client intervention to develop IPC tools and IEC materials for interpersonal communicators to 'engage' with male clients in entertainment establishments.

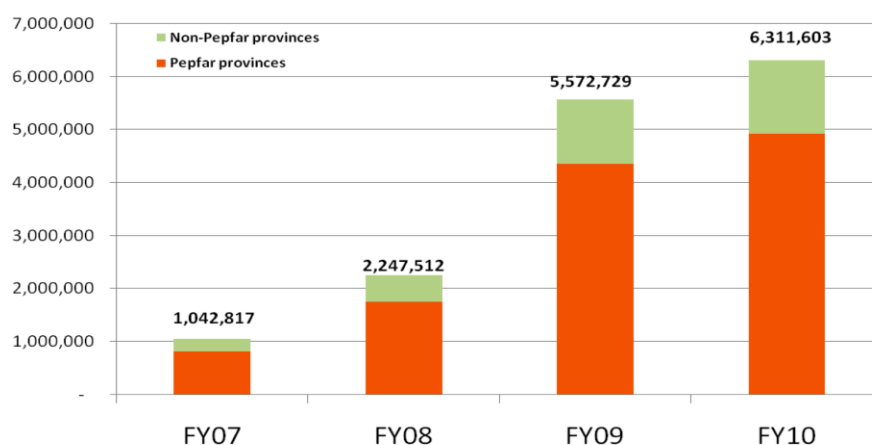
- Work closely with PACs in PEPFAR provinces to coordinate free condom distribution and targeted CSM – A significant improvement in the condom social marketing program was the focus on coordination activities with outreach teams (largest source of free condom distribution) at the province level. The objective of this was two-fold: i) increase coverage of the condom social marketing program in all high risk venues and ii) reduce leakage of free condoms into venues that can afford to pay for condoms to enhance long-term sustainability of condom programming in Vietnam. To achieve this, PSI conducted quarterly meetings with all PACs to provide them with updated information on CSM activities in their provinces and request for their support to CSM program, especially for advocacy workshops with NTO owners. PACs in almost all provinces (except Hai Phong and Can Tho) provided PSI's sales team with the list of high risk outlets (hotels, guesthouses, and massages parlors) to sell condoms. All NTOs in the list were added into our sales MIS database and reflected into daily sales route lists in order to increase NTO coverage of CSM.
- Supporting 100% CUP campaign in An Giang – During the reporting period, PSI worked closely with the HPI Project (implemented by Abt Associates), PAC and AIDS Association (HPI's local partner) and Police (project collaborators) for 100% CUP in An Giang. Under leadership of PAC An Giang, all partners agreed that free condoms will be distributed only to the target groups directly and not to the owners of NTO/EE venues. Every quarter all partners attend condom coordination meetings led by PAC An Giang to discuss how to further support and collaborate with each other. PAC provided PSI with the NTO list from different outreach projects/programs to improve CSM coverage in these high-risk venues. PSI's sales representative visited all the outlets in the list provided by the PAC and made effort to sell condoms to these outlets. Every month, PSI reports back to PAC and HPI coordinator in An Giang with details of the condom sales based on the outlet list (including information such as number of outlets, sales volumes, and reasons why some outlets did not buy condoms), and discuss with them concrete steps to improve sales in the difficult outlets. Sometimes, the project collaborators (including local police) accompanied the sales representative to the NTOs to convince EE owners to buy condoms.
- Trade promotion activities and MARP focused campaigns - Mystery Client campaigns were implemented in the Sept-Nov 2009, Jan-Feb 2010 and June 2010 across PEPFAR priority provinces. The campaigns encouraged hotels and guesthouses to stock condoms and actively promote condoms to their customers. Mystery Client teams visited over 4,600 hotels and guesthouses in the promotion period. The campaign had two objectives: to increase proportion of hotels/ guesthouses that stock *Number One* condoms (i.e. convert new outlets into sales outlets for condoms), and to increase *Number One* sales volume to hotels/guesthouses (i.e. average sales volume purchased by each outlet). All campaigns were successfully implemented and met their objectives. For example, in the most recent campaign conducted in June 2010, 93% of inactive outlets (i.e. outlets that had either never bought *Number One* condoms or did not purchase in the last 6 months) became active outlets. Total sales volume increased by 27% and average number of condoms sold per outlet also increased by 18%. Details analyses for the earlier campaigns can be provided upon request. Direct Sales campaign was conducted through Promoter Teams in key entertainment establishments (EE) in 7 provinces to increase access to condoms among male clients of SWs in high-risk sites. Similar Direct Sales Campaign was conducted in Oct-

Dec period targeting MSM hot spots, including MSM clubs, bars and cafés, to promote *Number One Plus* lubricants (co-packaged with condoms). Top-up card campaign was implemented in Dec 2009 – Jan 2010 and again in May 2010 in big hotels and guesthouses in high risk areas e.g. Do Son – Hai Phong and Vung Tau. The objective of this campaign is to encourage sex workers to purchase and use *Number One* condoms with their clients, and improve willingness to pay for condoms among SWs and NTO owners. Both the campaigns were very successful. For example, the campaign in May 2010 helped increase average sales volume (i.e. average condoms sold per outlets increased by 277%), increase total sales volume (i.e. sales volume during campaign period increased by 491% compared to same period in the previous months), and increase new outlets (i.e. the number of outlets participated in the program increase by 57%).

- Targeted placement of Number One and Number One Plus outdoor communication: As part of PSI's effort to improve *Number One* product awareness among male clients of SWs, PSI placed *Number One* posters and *Number One* branding in key EEs (bia hoi and quan nhau) in 7 provinces. *Number One Plus* banners were also placed in MSM outlets (bars, clubs and café) in Hanoi, Hai Phong and HCMC to promote lubricant use among MSM. PSI also distributed 2,000 *Number One* condom 2010 calendars on the occasion of New Year 2010 to improve visibility of condom promotion messages and increase *Number One* brand awareness in NTOs across PEPFAR provinces.
- Communication activities promoting combined use of lubricants and condoms (to improve consistent condom use) - Lubricant communication events in MSM hotspots were conducted in March 2010 to improve consistent use of condoms with water-based lubricants (specifically, *Number One Plus*) during anal sex. A series of small edutainment events helped raise awareness of the product and its benefits (including differentiating with oil-based lubricants and use of lubricant only for HIV prevention). PSI worked closely with provincial government partners and local MSM partners to plan these and implement the events. Lubricant Direct Marketing campaign targeting SW venues was conducted in June/July 2010 to promote *Number One Plus* lubricants (co-packaged with condoms) in order to achieve the objective of increasing the awareness of *Number One Plus* lubricant and its benefit vs. oil-based lubricant among SWs in high-risk EEs.
- Female condom distribution to SWs - PSI started promoting female condoms as part of outreach program targeting SWs and SW-IDU from 2008 in Haiphong and Quang Ninh, and from 2010 in Nghe An and HCMC. In FY10 the program distributed 20,454 FC to 4,477 SWs (tracked by UIC as FC repeat users, and account for about 68% of SWs reached in 4 provinces). FC promotion was positioned to increase total protected sex acts (i.e. to be used by SWs in situations when they are not likely to use male condoms). Different IPC tools was developed to support IPC sessions on FC, including "variety cards" (help address how to manage different types of clients and try FC as a new choice), FC flipcharts (provides clear and simple way on how to use FC correctly), and Pelvic model (helps with demonstration and practice for correct use). Till date, the product feedback has been very positive. SWs use FC in some specific situations i.e. (i) with drunk clients who could not use male condoms, (ii) during the menstruation period, or (iii) when male clients refused to use male condoms. In addition, FC is particularly helpful for injecting SWs who are usually under high pressure of earning money and thus have to accept any client that don't want to use male condoms. In 2010 PSI also conduct a qualitative research on FC and the research findings re-enforced field feedback. Research also helps us come up with key recommendations to improve FC promotion to SWs and SW-IDU group in future. This has been shared with our local partners in the field as well. As a result, FHI in Hai Phong (Hoa Phuong club) requested PSI's support with products (2,000 FC) and a short training for their peer educators/health educators (in Sept 2010). The program provided them with more than 2,000 FC, with IEC materials and tools to promote FC. This is our first step to support other partners and we will continue to follow-up with their team on field feedback (from their outreach workers, from SWs they reach) and our outreach team also shared with them their field experience and lessons learnt during the past years promoting FC successfully to SWs.

Targeted distribution of free commodities through PEPFAR partners:

- Approval for 5-year condom importation for PEPFAR program: PSI worked with USAID and its Government partners (VAAC, Ministry of Health, Ministry of Planning and Investment and Ministry of Finance) to propose 5-year condom importation plan for all PEPFAR condom partners, including free distribution and social marketing condoms for Vietnam. In December 2009, the Prime Minister approved the final importation plan for 62 million condoms for 5-year period (2009-2013). This is a significant achievement, as it will help ensure smooth importation process and will help shorten customs clearance for all condom shipments to Vietnam for the PEPFAR program.
- FY10 condom importation shipments: PSI worked with USAID and relevant Government partners to complete importation and customs clearance for 16 million condoms, including 8 million *Protector Plus* condoms for free distribution through PEPFAR partners and 8 million *Number One* condoms for the condom social marketing program. In addition, PSI also helped import 40,000 female condoms for promotion and distribution through its sex worker interventions.
- Condom coordination meeting to improve free condom coordination across all PEPFAR partners: In March 2010, PSI worked closely with USAID to conduct a coordination meeting among all PEPFAR partners for free condom distribution. The objectives of the meeting were (i) to address issues with free condom distribution and increase awareness of the need to reduce free condom distribution for long-term program sustainability, ii) to propose new norms and guidelines for free condom distribution through all PEPFAR partners to improve resource mobilization, and iii) to increase awareness and knowledge of the Total Market Approach (TMA) and its relevance for Vietnam. After the meeting, the partners agreed with the new norms to limit the quantity for free distribution while exploring opportunities to link existing free distribution to social marketing channels and commercial sector. Since March 2010, almost all partners (except HCMC PAC) have applied the new norms. Building on this success, in FY11 PSI will foster coordination at provincial level with PACs and other partners to ensure condom availability in high-risk settings. In addition to this, PSI continued to provide technical assistance and support to all PEPFAR partners to forecast and report on free condom distribution, and ensure they follow suggested norms and guidance for free condom distribution.
- Free condom distribution: In FY10, PSI distributed **6,121,253 condoms and 1,243,600 lubricant sachets** to all PEPFAR partners as per distribution plan approved by PEPFAR/USAID. PSI prepared an updated report on free condom distribution by PEPFAR partners during the reporting period. Based on the partners reports, number of condoms/lubricant sachets are distributed to target groups (level 2) illustrated in **Table 7 (target update file)** provide an overview of the free condom distribution by partners, by province, by setting/site and by target group. This is based on reports submitted by partners for the reporting period.



Lessons Learned/Constraints:

- One of the biggest challenges facing the sustainability of the condom social marketing program (including ensure sustained supply, price segmentation, engagement of private sector etc.) is the high number of free condom distributed, particularly in the PEPFAR provinces. Several PEPFAR partners and provincial government agencies (PAC/PHDs) continue to distribute free condoms to private sector channels (non-traditional outlets like hotels/guesthouses) that are likely to buy condoms.
- As a follow up to the condom coordination meeting in March 2010, HCMC PAC was the only partner who insisted with their original distribution norms and requested for exceptional approval from PEPFAR. It is quite challenging and political and PSI needs strong support from USAID and CDC HCMC to convey clear message and provide written guidance to HCMC PAC on this issue.
- Some partners could not submit condom distribution reports on time as their condoms were distributed in many provinces and through many different activities. Their internal reporting systems, capacity issues, and high turnover rate of condom focal point persons are identified as major reasons for the delays in reporting.
- Selling *Number One Plus* lubricants to pharmacies in hotspot areas, NTOs and MSM sites is very challenging. Off-take from outlets to end-users is very low due to low awareness and knowledge level of water-based lubricants. PSI will explore different ways in coming period to improve marketing and communication support, especially among MSM groups.
- Free distribution of lubricants is challenging as there is no clear strategy for distribution among PEPFAR partners and lack of central coordination of the need and quantity of lubricant required for free distribution. Some partners distribute lubricants without understanding barriers to condom use and role lubricants can play in improving overall consistent condom use. For instance, some partners reported distributing lubricant sachets to IDU group through their outreach activities. In 2008, USAID ordered 3 million sachets of unbranded lubricant sachets for free distribution through PEPFAR partners. This is significantly higher than the needs of the partners based on their reach among specific target groups, including MSM and SWs. The current stock of lubricant is still very high (over 1.5 million sachets) while the product expiry is June 2011. It is also important to highlight the important of co-promoting lubricants with condoms to increase consistent condom use (instead of sole use) and to limit lubricant distribution to key MARP groups (MSM).

Explanation/justification Where Achievements Exceeded/Fell Below Target:

- During the reporting period, PSI met and exceeded the targets for *Number One* condom social marketing in terms of both sales volume and NTO coverage (please refer to Annex 1 target update sheet for further details). This was due to investment in mapping data of NTOs across provinces, targeted trade promotions, comprehensive monitoring activities and PAC Coordination in the field.
- Sales target for *Number One Plus* lubricant was not achieved during FY10 and it is due to limited marketing investment and low product awareness among SWs and MSM groups. In addition, MSM groups also reported receiving a lot of free un-branded lubricants from other partners and thus creating even more challenges for *Number One Plus* social marketing.
- All activities proposed for FY10 in the approved workplan were completed.

Plans for Next 6 months:

- Promote Total Market Approach (TMA) for condom program sustainability - As part of discussions with USAID, PSI will move forward the TMA agenda for the national condom market. The immediate action is to try to fill in gaps in the information about the current supply and demand situation for condoms (for family planning and HIV prevention). PSI will work closely with public (GOPFP, UNFPA, VAAC) and private sector (commercial manufacturers/importers/distributors) to collect information on the condom market in Vietnam. Richard Pollard, TMA expert will also conduct stakeholder meetings and situation assessment to inform the TMA strategy for Vietnam.
- Launch 100% Condom Use campaign – This include evidence-based behavior change communication activities targeting all MARP groups in and around hotspot areas, advocacy

at the central (VAAC) and provincial (PHD/PAC) level, engagement of relevant stakeholders (including other Ministries) and distribution support for the policy efforts (similar to the experience in An Giang). PSI will work closely with Abt Associates to share lessons learnt from An Giang 100% CUP with other PACs and work closely with each of them to promote replication of the 100% CUP in other provinces

- Enhance condom availability in non-traditional venues – PSI will partner with a private sector research agency (A.C. Nielsen) to conduct a distribution survey in NTOs to measure condom availability (by brand) and identify improvement areas. PSI will use this inform to inform the distribution strategy for the condom social marketing program. In addition, the sales team will continue to collaborate with the PACS to collect information on hotspots mapped for MARP from PE/OW network to update NTO mapping and inform sales Route lists for improve coverage and condom availability. PSI will provide quarterly updates to PACs on CSM program in terms of sales volume, number of outlets coverage, proportion of outlets covered and challenges in the field
- Enhance social marketing efforts for *Number One Plus* water-based lubricants targeting MSM:
 - Conduct mid-media events in selected MSM bars, cafés and clubs in PEPFAR provinces to promote water-based lubricant use combined with condoms and improve Number One Plus brand awareness among MSM
 - Online advertising and informational articles on popular MSM websites to increase Number One Plus brand awareness and promote water-based lubricants. Expolore potential for online sales for *Number One Plus* in 2 popular Condom Cyber Shops recommended by MSM partners (*Nui Lua* and *Nguoi Lon*)
 - Maintain outdoor visibility of *Number One Plus* Lubricant in MSM hotspots (banners, small billboards) and provide IEC materials (leaflet/posters) to support Sales, MSM events, and MSM outreach under local organizations.
- Free condom coordination: Conduct condom coordination meeting across all PEPAR partners and key stakeholders (VAAC, GOPFP, PAC representatives, WHO, WB) with the objective of developing guidelines for condom distribution for all PEPFAR partners. Free lubricant distribution will be included in this guidance. Continue to provide technical assistance and support to all PEPFAR partners to forecast and report on free condom distribution. Support PEPFAR in development of condom guideline for free distribution in the field applied across partners and intervention settings. Conduct condom partner meeting with PEPFAR partners and key PACs. Work with USAID and all PEPFAR condom partners to complete free condom distribution financial reports for the last 18 months (April 2009 - September 2010 period) as per requirement by the Government. Prepare for the next condom shipment importation in December 2010/January 2011

2. Counseling and Testing:

Result 2: Increased Access To and Uptake of Voluntary Counseling and Testing (VCT) Among MARP

Overview (Highlights, Key Achievements)

In FY10, PSI continued implementing the *Chan Troi Moi* communication campaign to promote VCT sites in PEPFAR provinces. Key activities included mass media (outdoor placement, print media and informational articles, website advertisements), events and direct marketing campaign, and technical assistance to existing outreach workers and peer educators. In Q2 FY10, PSI expanded the *Chan Troi Moi* VCT campaign to provide communication support to PEPFAR VCT sites in 2 additional provinces (Khanh Hoa and Dien Bien) as per the approved workplan.

PSI launched the VCT Promotion Month campaign in November 2009, which was very successful (details are provided below). As a result of the campaign, and other factors involved in VCT service delivery, client flow at the promoted VCT sites increased by 17% in November 2009 compared to the previous month.

PSI conducted a comprehensive program review for the Male Clients of Sex Worker program which included a review of the research, program MIS and activities. This review includes an analysis of the impact of the VCT campaign (mass media and outreach activities) among male clients of SWs. Results showed positive correlation between exposure to the mass media campaign and uptake of VCT services among male clients. In addition, exposure to outreach and mass media further doubled the impact of the campaign on the uptake of VCT services. This shows the need to continue with the social marketing efforts, however the total proportion of male clients accessing VCT sites remains low and there is potential to further increase. To achieve this, PSI worked with a local agency to launch a new Male Client VCT campaign. Post pre-testing the campaign with the target audience, PSI team engaged partners at all levels (PEPFAR implementing agencies i.e. FHI, LifeGAP), provincial government agencies (all PACs) and the PEPFAR team (USAID and CDC) to provide inputs. The new campaign will be launched in early FY11.

Similarly, PSI reviewed data from the SW (and SW-IDU) Behavior survey to analyze the impact of the Chan Troi Moi campaign on uptake of VCT services among sex workers. Results showed positive correlation between exposure to campaign activities and uptake of VCT services. Again, there is potential to further improve such as enhancing persuasiveness of the campaign message (addressing barriers to VCT uptake identified through the behavior survey, increasing reach among SW etc.). This was partially addressed through the direct marketing campaigns and a new creative execution is planned in early FY11.

Highlights: Narrative Based on Approved Work Plan

- As seen in the findings of the Male Client Behavioral Survey 2009, a high proportion of male clients of SWs (72%) report exposure to the *Chan Troi Moi* VCT campaign through mass media channels. Those reporting exposure to the mass media channels were significantly more likely to access VCT services. In addition, male clients of SWs reporting exposure to mass media channels and interpersonal communication activities were even more likely to access VCT services. Evaluation results from the Male Client survey have been shared with USAID, all local government partners in PEPFAR priority provinces, and during the National VCT workshop in Hoi An in May 2010.
- VCT outdoor: PSI continued targeted placement of the *Chan Troi Moi* campaign in outdoor media (billboards, bus stops) in high-risk areas. The list of high-risk areas was updated based on information provided by PAC/PHDs and other PEPFAR partners. PSI communication support extends to a total of 69 VCT sites (across a range of PEPFAR and some limited non-PEPFAR partners) in PEPFAR provinces. PSI worked closely with PACs to re-allocate billboards to better reach MARP groups.
- VCT Print: Print advertisements and informational articles were placed in popular newspapers for male clients during March-April and July-August at *Thanh Nien, Bao Bong Da, The Thao Hang Ngay, An ninh The gioi, and An ninh Thu do*. The print inserts and informational articles help increase VCT awareness among male client group. The content of the information articles is on increasing knowledge and awareness of counseling and testing i.e. what is VCT, why it is important and where the VCT sites are located etc. The campaign also promotes key attributes of the VCT sites including friendly and professional services, and free and accurate test results.
- VCT Direct Marketing: To promote VCT services among sex workers, PSI had launched the Direct Marketing campaign targeting EE-based SWs in 7 provinces in October 2009. Based on information from PAC/PHDs in each province and primarily through PSI's sales database as part of the condom social marketing program, the direct marketing campaign was conducted in 1600 hotels and guest houses that are likely to have SWs (living there) or high risk activities taking place (working there). The direct marketing team successfully visited 1,357 EEs and reached 4,662 sex workers (distributing more than 19,000 brochures and marketing cards to the target group). Total VCT client uptake during Oct-Nov 2009 in the comparable VCT sites increased by 21% compared to the same period of the previous year (Oct-Nov 2008). In addition, number of SWs among VCT clients was also increased significantly (as seen through self administered questionnaires in the project VCT sites).

- PSI launched the second round of Direct Marketing campaign targeting EE-based SWs in 9 provinces in June - July 2010 (extended to Dien Bien and Khanh Hoa) with the same process as the first round. The second round of direct marketing was covered 6,128 high risk outlets (including hotels, guest houses, massage parlors, cafés, and karaoke bars). The direct marketing team successfully visited 5,628 EEs and were able to gain access to over 14,000 female staff in these venues.
- VCT Promotion Month campaign: PSI implemented a month-long VCT promotion campaign in November 2009 to celebrate the World AIDS Day in all 7 PEPFAR provinces in coordination with its local government partners. The campaign has the communication theme as *Chia se niem tin, Giu gin hanh phuc (Share Hope, Protect Happiness)*. Objective of the campaign was to contribute to increasing uptake of VCT services in all *Chan Troi Moi* sites in 7 priority provinces through (i) help increase knowledge and awareness of VCT services among MARP, (ii) promote high quality of *Chan Troi Moi* VCT sites (friendly counseling, accurate results, free services, availability, etc.), and (iii) support Government partners in promoting VCT through existing outreach networks targeting MARP groups.

This VCT Promotion Campaign included comprehensive communication activities, including mass media (outdoor, print, websites), mid-media (events at community level) and interpersonal communication activities. The campaign was integrated in all national and provincial government activities for World AIDS Day. Key activities from the VCT Promotion Month campaign included:

- Web-based advertising: Electronic banners were placed in three popular websites (vnexpress.net, 24h.com.vn, baobongda.com.vn) to promote *Chan Troi Moi* VCT sites. Online banners provide site addresses and other details for all *Chan Troi Moi* sites in 7 PEPFAR provinces. Nearly 47,000 unique internet provider (IP) addresses accessed the campaign messages across the different websites.
- Outdoor media for ground level presence: street banners, posters and flyers promoting *Chan Troi Moi* VCT services were placed in and around high risk areas to raise awareness about *Chan Troi Moi* VCT services.
- Mid media Events: 40 small events were conducted in high-risk sites and near VCT centers in 7 provinces every Saturday during November 2009: 8 in Hanoi, 12 in HCMC, 4 in each of other 5 provinces. Events employed an edutainment strategy, combining entertainment with information about HIV and *Chan Troi Moi* VCT services. A total of 23,908 people participated in these events.
- Journalists from popular newspapers such as *Thanh nien, Bao bong da, An ninh thu do, Lao dong and Tien Phong* were invited and wrote the articles about VCT mid media events to communicate the “free, confidentiality, friendly counseling, and accurate results” attributes of the *Chan Troi Moi* VCT services.
- Support to PACs: Support PAC partners in 7 PEPFAR provinces to integrate VCT promotion into their own World AIDS Day activities
- Provided new VCT materials to support outreach activities targeting MARP: all VCT IEC materials (posters, brochures, marketing cards with updated information were provided to outreach network under PACs for distribution to high risk groups: IDUs, SWs, and MSM)
- Focus on VCT promotion at EE settings (targeting male clients of SWs) during VCT Month included: IPC teams integrated *Chan Troi Moi* VCT messages as part of their targeted outreach activities among male clients of sex workers in seven PEPFAR priority provinces.
- VCT mid media events targeting Male Clients of SWs and MSM: In May – June 2010, in order to increase the proportion of Male clients and MSM who receive VCT at *Chan Troi Moi* VCT centers, PSI implemented 50 outdoor events in and around high risk areas targeting male clients of SWs and 10 indoor events at cafés frequented by MSM. These events reached 25,620 male clients and 996 MSM.
- VCT communication expansion to new provinces: From January 2010 PSI started providing communication support to 4 PEPFAR-funded VCT sites in Khanh Hoa. A total of 32 VCT billboards were placed in and around high risk areas mapped and provided by Khanh Hoa PAC. IEC materials with detail information of these 4 new VCT sites were developed and

produced to support peer educators and outreach workers under Khanh Hoa PAC. Trainings on interpersonal communication skills and VCT promotion were also planned to support peer outreach network in Khanh Hoa. Similar activities has also been implemented in Dien bien based on agreement with PAC, and the full operation of VCT communications has started in Dien Bien from May 2010.

Lessons Learned/Constraints:

- Partners need to provide regular updates on all information related to VCT sites. This will help the program revise IEC materials and include all new VCT sites in the *Chan Troi Moi* communication campaign. PSI will continue to work with the PAC/PHD in each province to follow up with the VCT partners.
- As seen in the SW Behavioral Survey 2008 conducted by PSI, exposure to the VCT *Chan Troi Moi* campaign leads to significantly higher numbers of the target group reporting accessing VCT services. It is critical for VCT sites to work closely with PSI to maximize this impact. PSI develops VCT communication materials (e.g. brochures to promote knowledge and benefits of VCT, marketing cards for site location, repeat testing leaflet for high risk groups etc.). Currently, all distribution in each province is coordinated by the provincial government agencies (PAC/PHDs). VCT sites can further help distribute materials through their project outreach teams. The current limitation to this is that some outreach teams focus only on their VCT sites and not on promoting VCT services (regardless of the sites) to meet their targets.
- Classification of target groups remains a challenge in all VCT sites. A high proportion of VCT clients are classified as 'Other'. During the reporting period, 49% of clients in the supported VCT sites were classified as 'Other'. Details are provided in **Table 2**. This makes it difficult to analyze proportion of MARP groups accessing VCT services.

Explanation/justification where achievements exceeded/fell below target:

All activities proposed for VCT campaign in the approved work plan were completed. The VCT sites only achieved 85% of the client flow target for the reporting period. The primary reason for these are – i) PSI has still not received full data from all VCT sites (late submission from their local partners), ii) Some VCT sites were closed in FY 10 (3 sites), iii) Large VCT sites in Hanoi and HCMC (e.g. Bach Mai Hospital, Dong Anh PMC and Co Nhue Commune Health Station) are referring clients to their home provinces to manage load on these facilities. Client flow in these sites decreased from 20 to 30%.

Plans for Next Six Months:

- Develop and launch new VCT campaign for SWs, MSM and IDU (based on findings from the Behavioral Surveys) across all communication channels. New campaign strategy will inform the communication materials, training package for peer educators and outreach workers under the provincial partners.
- Collect quarterly updates on hotspot mapping for different MARP groups for targeted VCT outdoor placement and other marketing activities targeting MARP and reduce outdoor placement in all 7 PEPFAR provinces (only focus on some high risk areas for MARP based on updated hotspot mapping)
- Increase coordination between VCT social marketing and outreach activities, including sharing NTO venues list to enhance their reach and reinforce VCT messages with target groups
- Implement a month-long VCT promotion campaign in November/December 2010 to celebrate WAD which includes:
 - Direct Marketing Campaign targeting SWs in 3 provinces (Hanoi, HCMC, Hai Phong) with strong support from PACs & other implementing partners (FHI, LifeGap)
 - VCT mid media events in MSM venues in Hanoi, HCMC, Hai Phong in collaboration with local MSM organizations and PACs
 - Provide updated VCT materials and IPC tools to support PAC outreach activities targeting all MARPs

- Sponsoring dance4life's WAD event to integrate VCT messages into their event
- Supporting VAAC National AIDS Conference to promote VCT services on the occasion of WAD
- Sponsoring Bright Future's Beauty Plus Contest to promote VCT services as part of VCT Promotion month campaign in November
- Support all provincial government partners in 8 PEPFAR provinces to integrate VCT campaign messages into their WAD activities
- PSI's outreach teams will also promote VCT month among male clients of SWs in EE settings

3. Prevention of Mother-to-Child Transmission (PMTCT)

Result 3: Increased Uptake of PMTCT Services Among Pregnant Women

Overview (Highlights, Key Achievements)

PSI implemented the PMTCT mass media campaign across 8 PEPFAR provinces. In FY10 PSI provides communication support for **531 sites** including **528 CDC/Life-GAP supported PMTCT sites in 7 provinces and 3 FHI supported PMTCT sites in Dien Bien**. However, PSI collects MIS information on client flow and time of testing only in 238 sites.

PSI worked with the provincial government partners (PAC/PHDs) and the project-supported ANC sites to provide IEC materials (posters, brochures, pregnancy calendars, reminder postcards) to all sites. In addition to the mass media campaign, PSI conducted community mobilization events at the district level. In partnership with the PACs in Hanoi and Quang Ninh, PSI organized PMTCT events in target districts (6 events conducted with 695 pregnant women) where there are no outreach activities in the communes. The content of the event included information about PMTCT (HIV, modes of transmission, importance of testing etc.) and awareness of the services available within ANC facilities, and other useful topics for pregnant women, including nutrition and maternal health.

In collaboration with the PACs/PHDs, PSI also partnered with commune Midwives Network in 10 target districts where CDC/LifeGAP has full coverage of PMTCT sites at commune levels. This existing network helped improve access to pregnant women in their communes/wards with key PMTCT communication messages. PSI provided training on the program's key messages and communication skills to the midwives to conduct interpersonal (one-on-one) communication activities to increase knowledge of PMTCT and promote early HIV testing during pregnancy. Community mobilization events and outreach activities help link local community with the larger mass media campaign. These activities are focused in and around areas near project-supported ANC sites.

Number of pregnant women reached in FY 10	HCM C	Nghe An	Quang Ninh	Hai Phong	Hanoi	Dien Bien	Total
Through community mobilization events	0	0	199	0	496	-	695
Through outreach activities	3,743	1,974	4,433	3,831	3,167	-	17,148
Number of individual trained to promote PMTCT services	30	38	50	32	40	23	213

Quantitative Survey

During the reporting period, PSI partnered with private research agency, TNS to conduct a quantitative survey in 3 provinces. The objective of the survey was to understand proportion of women accessing HIV testing by time of testing at different levels of ANC services (provincial, district and commune). Findings showed that women accessed ANC services at different levels (provincial, district and commune). Health providers played an important role in promoting early HIV testing, however some women did not feel at risk and early testing rates were lower. The survey also identified improvement areas for the PMTCT communication campaign (improve

message recall, persuasiveness etc.). The findings indicated there were too many messages delivered at the same time, while not clearly informing pregnant women about the appropriate time to get tested for HIV. A new PMTCT campaign was developed in response to these findings, however this component of the Task Order has been discontinued in FY11.

Program Review

In April, PSI conducted a workshop to thoroughly review all research and program data, program activities, achievements and challenges. One of decisions coming out of this exercise was the program needs to simplify and focus campaign messaging and reach a greater proportion of pregnant woman. In addition, the findings highlighted the need to develop a separate strategy to target pregnant women who were at high risk for HIV testing, including those with risk behaviors (such as sex workers) or whose sexual partners have risk behaviors (such as male IDU). Regarding the program outputs, the review also discovered that coverage of outreach at commune level was shown to be well below the target coverage in most provinces. The issue was shared with PSI's partners across the seven PEPFAR provinces. New strategies to reaching 100% of pregnant women until they get tested were discussed and PAC subcontract were amended accordingly.

High risk integration

During the fiscal year, PSI partnered with Abt Associates to work with their local partner, SCDI (Supporting Community Development Initiatives), to integrate PMTCT promotion into their intervention targeting sexual partners of IDUs in Hanoi. In August, PSI and its training agency, ISMS (Institute of Social and Medial Studies), provided a two-day training course for 16 SCDI outreach workers in PMTCT promotion. The training covered basic knowledge of HIV and PMTCT, and communication skills and use of IPC tools for promoting early HIV testing among high risk pregnant women. In collaboration with Dien Bien PAC, PSI also conducted a two-day training in PMTCT promotion for 23 key members of Sun Flower Group in Dien Bien who are working with high risk women such as partners of IDU or PLHIV.

Highlights: narratives based on approved work plan

- As part of the mass media campaign support, PSI continued billboards placement in and around ANC sites and hospitals in 8 provinces. This included a combination of big and small billboards and bus-stop channels in all provinces.
- Two campaigns of PMTCT print advertisement and informational articles were launched through popular women newspapers and magazines.
- In response to Vietnam PMTCT Month, in collaboration with VAAC, PSI supported the AIDS and Community Magazine in posting PMTCT print advertisement and informational articles over 3 successive months from May to July 2010
- In order to raise awareness of pregnant women on importance and time of HIV testing, PSI conducted direct marketing at 519 supported ANC sites in all PEPFAR provinces. The marketing team met directly pregnant women during their ANC visits to convey PMTCT messages and IEC materials. The campaign reached 10,578 pregnant women.
- PMTCT website advertisement was canceled due to small number of pregnant women accessing internet, especially in rural target communes.
- PSI continued to provide IEC materials to the 528 ANC-based sites under CDC/Life-GAP in the seven provinces and 3 sites supported by FHI in Dien Bien. IEC materials and promotion items were distributed to pregnant women through outreach activities and community mobilization events.
- HCMC PAC conducted a series of events for their PMTCT campaign in 22 districts of HCMC. PSI supported this with IEC materials to integrate communication message into their event activities.
- PSI, with support from the PACs, conducted six community mobilization events (four in Hanoi and two in Quang Ninh) to promote early HIV testing among pregnant women. On average, a total of 100 pregnant women and women planning to get pregnant participated in each event.

- During the reporting period, PSI conducted 12 training workshops for the Midwives network in Quang Ninh (4 trainings), Hai Phong (2 training), Nghe An (2 trainings), Hanoi (2 training), Dien Bien (1 training) and HCMC (1 training) where *LifeGAP/CDC* has full PMTCT coverage in commune level. A total of 213 midwives were trained to promote PMTCT services to pregnant women in their community. A total of 17,148 pregnant women reached by midwives network with PMTCT messages in FY10.
- In order to encourage pregnant women in the early stages of pregnancy to come for HIV testing, a film was developed as complimentary part to print materials. Besides messages to increase the belief among pregnant women that HIV testing is a normal part of routine antenatal care and important to ensure the health of mothers and infants, it also introduces PMTCT and preventive measures that can be adopted during pregnancy, delivery, and breast-feeding. The film script was sent to LifeGAP/CDC for getting inputs before shooting. After being pre-tested in the field, it was then sent to CDC and PMTCT partners including FHI and LifeGap to incorporate all comments for final approval.

Lessons learned/constraints:

- Different ANC sites have different practices in terms of time recommended for HIV testing during pregnancy. It is critical to have clear guidance from CDC/*LifeGAP* project on this issue in order to keep all PMTCT communication messages consistent across different channels.
- High risk women and women with high risk partners have unique needs for PMTCT services, and separate communication models must be used for High Risk women and low risk women.
- Although monitoring and supervision tools were developed to verify quality and measure reach of outreach activities implemented by midwives, it was a challenge to get this done through government project coordinators and district supervisors as they are overwhelmed with multiple tasks and only work part-time for the PMTCT program.

Explanation/justification where achievements exceeded/fell below target:

The program exceeded all indicators

Plans for the Next Six Months:

The current AIDSTAR Task Order will be modified to reflect this change in the contract deliverables.

4. Prevention/Other Behavior Change:

Result 4: Reduction in the Demand for Drugs and in Initiation of Injection Drug Use

Result 4.1. Target male IDUs to implement BTC through partners' outreach network:

Overview (Highlights, Key Achievements)

During the reporting period, PSI has expanded the 'Break the Cycle' intervention to 3 additional provinces: Hanoi, Nghe An and Dien Bien, and expanded provision of technical assistance to PACs/PHD in all 5 provinces (Quang Ninh, Hai Phong, Hanoi, Nghe An and Dien Bien) and other partners (PACT's local partners). PSI provided technical assistance in terms of training peer educators and outreach workers who target male IDUs (under existing interventions of PEPFAR and non-PEPFAR partners) and provide them with appropriate communication materials. In addition, PSI worked with PACs in 2 provinces (Nghe An and Quang Ninh) to develop an intervention model to inform and improve the effectiveness of BTC integration into current IDU intervention and support service linkages across key PEPFAR partners. This model is also a learning opportunity for the UIC application in the male IDU intervention to improve an understanding of the target group size estimation and overlap between programs (and help resource allocation).

PSI continued its support to the LifeGAP and FHI IDU program in Quang Ninh, Hanoi, Nghe An, Dien Bien, and *WB* IDU program in Hai Phong to their existing activities targeting male IDUs. PSI

has also partnered with Save the Children in HCMC and Hai Phong to integrate the BTC into their street-youth peer education program.

Highlights: narratives based on approved work plan

- Based on lessons learned in FY 09, PSI worked to improve its technical assistance for BTC integration into existing programs and also ensure proper follow up to provide ongoing support. PSI partnered with a local organization, Community Health Promotion (CHP) to help expand its activities and build capacity of peer educators and outreach workers targeting IDU. PSI hired an international consultant to help develop the capacity of CHP and also outreach teams under PAC/PHD network. This started with a training needs assessment among peer educators and outreach workers that resulted in a revised training module for the BTC intervention. This was heavily based on the qualitative study (among Male IDUs) and quantitative (among SW-IDUs) survey. The key messages of the BTC intervention i.e. HIT (helping inject, injecting in the presence of and talking about benefits of injecting) model is relevant for the Vietnam context and was included in the training along with findings from the needs assessment.
- In FY10, in partnership with PACs, PSI expanded the implementation of the BTC intervention to five provinces (Hanoi, Hai Phong, Quang Ninh, Dien Bien and Nghe An) and provided 10 trainings to **199 outreach workers** (details are in Annex 1 table 4) under different programs such as LifeGAP, FHI, WB, and ADB. Program implementation till date shows that there is very high relevance of and need for the BTC key messages as outreach workers confirm that IDUs are often requested to assist (directly or indirectly) with the first injection for many non-injecting drug users. To evaluate impact of the training and to ensure follow up support in the field, PSI has developed some tools (pre-post test scores, TRaC T questionnaires). TRaC T questionnaires help to collect constructive feedback from trainees after 6-8 weeks of training on how they used knowledge/skills trained and IEC materials/tools provided. Overall, the scores from pre and post-test and TRaC T indicate the training achieved its objectives, and that PAC outreach workers learned and retained an understanding of BTC strategies and improved dialog skills. The TRaC-T questionnaires and pretest of the second round trainings collected from 4 (out of 5) provinces show that almost all PEs/OWs (95%) are able to remember the key messages from the trainings. 83% PEs also report their ability to effectively deliver the messages and conduct interactive discussions with IDU about BTC and HIT.
- PSI started BTC implementation through its project funded outreach workers under the PACs in 2 provinces (Quang Ninh and Nghe An). The objective of this was to create a learning model at the province level for replication and to share lessons learnt with other existing programs targeting IDUs. As part of this direct implementation, PSI has introduced the Unique Identifier Code (UIC) MIS for male IDUs. Data from the last 5 months of program implementation shows that the OWs under the PSI program are reaching 2,166 UIC (i.e. individual male IDU reached). Even though this covers 96% and 100% mapped areas of Quang Ninh and Nghe An provinces, respectively, data shows that over 64% of these IDUs were not reached by other programs. To prevent any overlap, the OW use screening questions to ensure that the IDUs are not previously exposed to BTC messaging by a partner organization.
- To improve linkages with services and referrals for IDUs and share lessons learnt, achievements and challenges of integrating BTC messages into their on-going work targeting IDUs, PSI partnered with FHI and LifeGAP staff at the central level to improve ownership and commitment towards the BTC intervention. This has started now in Cam Pha in Quang Ninh where FHI is tracking activities of the OW trained for BTC and share contact data and field feedback with PSI.
- PSI also provides technical assistance to a range of PACT's local partners (CHP and PPC). In addition to collaboration with CHP as the training agency for this intervention, PSI is partnering with them to integrate its BCC expertise into their programs and activities for other local NGOs (funded by the PACT program). CHP organized training on the BTC intervention for their staff and committed to follow up with PSI support of on-going assistance in the form

of TRaC T, field observation, participation in regular meetings and using this forum to introduce any new IEC materials and tools.

- To review findings from the Behavior Survey among male IDU, PSI conducted a workshop to inform the BTC strategy and refine its technical assistance package (for other project promoted behaviors as well). Key strategic directions that came out of the program review included the development and implementation of a customized TA package for partners at the province level, and using PSI's direct Male IDU intervention as a learning model to improve partner interventions, and improve linkages between Male IDU and partner's referral services.

Lessons learned/constraints:

- Outreach worker turnover rate is high, and continuous coaching and training in the field played an important role in strengthening the newcomer's capacity and maintain motivation for the whole team.
- It is feasible to apply UIC system with male IDU to improve program coverage and quality. This primarily depends on the training for the outreach workers to understand how UIC information can inform their daily work. PSI has provided training and coaching to the outreach workers, regular field support and monitoring as well as immediate response to the outreach workers question. The implementation from the model show that the IDU would give the requested code if the outreach workers explain with them the reason and perform correct way to collect the code.
- To monitor the quality of communication sessions to promote BTC messages by peer educators and outreach workers who attended PSI's training course, PSI plans to work with PACs and the FHI, LifeGAP to conduct monitoring trips to support outreach staff's performance after the trainings.

Explanation/justification where achievements exceeded/fell below target:

The program exceeded its annual targets

Plans for Next Six Months:

- Revise existing BTC tools and materials based on field feedback and develop training module for refreshing trainings
- Conduct BTC trainings for 60 peer educators/outreach workers under PAC (focus only on PEPFAR partners) to integrate BTC intervention into their existing activities, promoting open dialogue and increasing comfort in discussing the BTC messages.
- Support PACs to conduct feedback sessions with trained IDU outreach workers/peer educators (together with TRaC-T questionnaires) to get informal information on BTC and IEC materials.
- Conduct a stakeholder meeting with USAID, CDC and PEPFAR partners (FHI, LG) to share experience with BTC intervention in FY10 and findings from Male IDU Behavioral Survey.
- Share findings from the Male IDU Behavioral Survey with provincial partners (through PACs) to inform evidence-based programming
- Conduct experience-sharing workshops in provinces for IDU outreach network to share lessons learnt, achievements and challenges of integrating BTC messages into their on-going work targeting IDUs. These workshops also help improve linkages with services and referrals for IDUs.

Result 4.2. SW-IDU Intervention Targeting SWs (Non-Users, Other Drug Users and Injecting Drug Users) to Promote Safer Sexual Behaviors and Reduce Risky Injecting Practices

Overview (highlights, key achievements)

In FY10, PSI continued SW-IDU intervention in Hai Phong and Quang Ninh, and expanded to two new provinces, Nghe An and HCMC. 8 outreach workers in Nghe An and 6 in HCMC were recruited, trained and they started outreach activities from January 2010. Although Nghe An and

HCMC program began later than Hai Phong and Quang Ninh, but their result is not much behind those provinces.

During last 12 months, outreach team in 4 provinces reached **6,632 sex workers** with messages promoting safer sexual and injecting practices.

Period: FY10	TOTAL	Haiphong	Quang Ninh	Nghe An	HCMC
Total UIC reached	6,632	1,613	2,448	1,247	1,324
Sex workers	5,659	1,335	1,960	1,169	1,195
Sex workers – IDU	502	219	197	34	52
Sex workers – ODU	471	59	291	44	77

Sharing UIC System with Partners

Since February 2010, PSI is working closely with key partners (CDC, USAID, FHI, LG, WHO, WB) to integrate use of UIC system in existing interventions. Based on the initial agreement among all partners and field trip to Hai Phong, PSI worked with CDC to finalize the UIC guidelines (using national provincial code guideline) and shared it with all partners for them to adapt for their own projects. Use of UIC as an outreach information system provided many benefits as it helps program track reach (individuals reached and not repeat contacts). UIC also allows a program to track its referrals and linkages (to VCT, STI, other services) as part of outreach activities. Use of UIC across PEPFAR partners in any province will significantly improve an understanding of the target group size estimation, overlap between programs (and help resource allocation) and increase tracking of linkages and referrals. As this is critical for national programming, PSI has offered full support and ongoing technical assistance (i.e. UIC training, UIC guideline, field support, and follow-up, etc) for other PEPFAR programs to integrate UIC in their activities.

Linkages and Referral Services Workshop

Given the fact that Sex workers, particularly injecting sex workers, are at high need of connection with relevant services such as VCT, STI (examination and treatment) and Methadone treatment, PSI in collaboration with HCMC PAC organized an Workshop “Improve the linkages between SW-IDU outreach program to relevant programs and services” in June 2010. The recommendations made during the workshop were shared with relevant organizations. In addition, this helped outreach workers improve their understanding of the support services available to SW in the project province to improve the current referral system.

Program Review and Experience Sharing Workshop

In August 2010, a "Program Review and Experience Sharing Workshop" was conducted in Hanoi with participation of all the program's outreach workers across 4 target provinces, representatives from provincial government partners (PHD/PAC), focal point persons from other SW outreach programs in target provinces, central government and PEPFAR partners, USAID, and CDC. In addition, PSI's technical staff from Marketing, Sales, and Research departments joined in discussion with field staff and key partners to review program achievements and challenges and how lessons learnt from the SW-IDU intervention can be adapted for each province. This is an opportunity for the PSI head office staff to better support the provincial government partners and field teams to address strategic priorities for this target group.

Highlights: narratives based on approved work plan

- Applied use of the disciplined communication approach to improve quality of this intervention. Theme rotation is applied across provinces and each theme is matched with certain sub groups (categorized based on risky behavior). The principles of communication as “focused, interactive, time bound and tool – use” have been supervised closely and systematically. Therefore, all 4 teams are working consistently and synchronically.

- Conducted trainings for 80 outreach workers in 4 provinces (Annex 1) on communication skills, communication themes and use of IPC tools and IEC materials for interactive IPC sessions.
- Developed, pretested and produced five new IEC materials and IPC tools.
- Updated number of mapped sites (including street hotspots, bars, karaoke, cafés, and disguised brothels), verified closed venues and confirmed active status to 138 in Hai Phong and 161 in Quang Ninh, 104 in Nghe An and 71 in HCMC as of September 2010.
- Conducted outreach sessions with target group, using a series of BCC tools developed to address major determinants of safer behavior among SW. Continued to use screening questions for every new contact to avoid overlap with other outreach program targeting SWs.
- Distributed 90,240 male condoms, 20,454 female condom and 28,359 lubricant sachets to SW as part of the outreach intervention.

Lessons learned/constraints:

- UIC analysis identified turnover rate among SWs is very high, while program needs more repeat contacts for behavior change, especially among SWs who use drugs. Good experience of using logbook from Hai Phong team was shared and applied for other provinces to minimize number of lost SWs. As a result, significant improvement in coverage was seen in all provinces (for instance, Quang Ninh from 56% to 83%)
- Although the need for use of UIC has been recognized, it has been difficult to move forward the integration process especially for PEPFAR partners. It is important for partners to understand UIC as an information management system so training and engagement should not be limited to the outreach teams only. Key partners like FHI have expressed commitment at the central level but main point of contact person has not been identified and the process for this has taken several months.

Explanation/justification where achievements exceeded/fell below target:

Exceeded the target for number of SWs (including SW-IDUs) reached through its community outreach program. Beside the hard efforts by outreach workers, the good planning/schedule visit and close supervision at the field level are also inimical contributing to over target.

- Met the target for number of outreach workers trained for FY10.

Plans for Next Six Months:

- Conduct experience-sharing workshops at provincial level to share lessons learnt from SW-IDU intervention with other partners implementing programs targeting SWs. In FY10, PSI will focus on integrating various aspects of the program into existing interventions targeting SWs.
- Continue to implement SW-IDU outreach intervention in 4 provinces and focus on improve coordination with other outreach activities and also services provided in the province for referrals and linkages.
- Work closely with provincial government partners in 4 target provinces to update mapping information for SW (including SW-IDUs) to improve targeting efficiency of the program intervention and increase reach among SWs not reached by other programs
- Continue regular update meetings with PACs to ensure comprehensive understanding of SW-IDU intervention, including VCT mass media promotion activities and collaboration with condom sales
- Continue to improve quality of intervention to ensure evidence-based programming by updating communication materials, IPC tools, training curriculum, and providing training to OW team in 4 provinces
- Provide technical assistance to key partners to pilot the UIC integration into existing M&E systems among PEPFAR partners to improve quality and reach of outreach programs, starting with Hai Phong.

5. Other Specific Program:

Result 5: Increased Capacity of Local Partners to Implement Social Marketing Activities

Overview

In partnership with PACs and PACT/Vietnam, PSI provides technical assistance to support other organizations to implement social marketing and BCC for promotion of consistent condom use and uptake of VCT services, described in the four key components below:

- Training for existing network of peer educators and outreach workers on communication skills, understanding evidence-based approaches to behavior change (addressing barriers to uptake of healthy behaviors) and the ability to use the communication tools and IEC materials to engage the target groups.
- Evidence-based (from behavior surveys) communication tools and IEC materials, including flipcharts, games, leaflets, and other innovative communication tools to delivery key messages to the target groups.
- Supporting materials, such as posters and brochures, to promote the use of health products (condoms) and services (VCT) in partner services.
- Ongoing support in the field, including working with and observing outreach staff in the field to identify additional ways PSI can support their efforts.

Highlights: narratives based on approved work plan

- PSI, in cooperation with its local training partners i.e. AIDS Program, CHP, ISMS and PACs updated the training curriculum for VCT and condom promotion for MARP (SWs, MSM and IDUs) based on the research findings from the 3 behavior surveys (SW and SW-IDU, Male clients and male IDU). The objective of the training is to use behavior change techniques and social marketing approaches to enhance peer education and interpersonal communication skills, knowledge about barriers to safer sexual and injecting practices, promotion of HIV prevention products and services and skills to use communication tools and IEC materials (brochures, leaflets, marketing cards etc.). Communication tools and IEC materials were provided to trainees after those trainings. **26 two-day training workshops were conducted for 775 PAC/PHD network peer educators and outreach workers (from different projects) to improve skills for the promotion of consistent condom use and VCT services (table 4 – target update – VCT CCU promotion).**
- PSI has used pre and post-tests and TRaC-T questionnaires to evaluate the impact of the training. The findings were positive, for example nearly 75% of respondents correctly recalled the key behavior change messages to promote condoms among SW, and key outreach strategy for promoting VCT services. Details of the training evaluation analysis can be provided upon request.
- PSI, in cooperation with ISMS, local training partners, and Pact grantees (local NGOs) conducted **3 training workshops for 44 peer educators and outreach workers to improve skills for the promotion of condoms and VCT services among men have sex with men.**
- In response to the need of better follow up with the HIV intervention and avoid overlap, **PSI trained MDM project managers and field staff on UIC**, tailored to their program activities. The training objective was to introduce the UIC, using the tools and software UIC and developing action plan to apply the UIC tracking system for their intervention.
- PSI trained PACT partners' project managers and field staff to improve their capacity and skills on (i) designing objectives and evidence-based intervention, (ii) focused and simple messaging for behavior change, (iii) defining key messages by assessing key barriers and triggers to behavior change, and (iv) using interactive IPC dialogs to deliver messages effectively, and (v) integrating messages across channels and linkages to products and services.

Lessons Learned/Constraints:

- Communication tools and materials are only effective when the outreach teams have the skills to use them. PSI's training focuses on three key aspects to ensure quality interpersonal communications among peer educators and outreach workers: 1) Technical understanding of behavior change issues to address the key messages 2) Dialog skills to engage target audiences in focused discussions 3) Integrating dialog skills with BCC tools and materials

- Follow-up activities in the field to ensure skills and materials are used effectively by outreach teams is very important. PSI needs to engage PACs and other partners to increase buy-in to PSI's technical assistance for VCT and condom promotion.

Explanation/Justification Where Achievements Exceeded/Fell Below Target:

- PSI exceeded the target for number of individuals trained on consistent condom use, VCT service promotion, as well as use of behavior change techniques and social marketing approaches because the program expanded to new provinces (e.g. Dien Bien) and in response to the additional requests for communication support from PACT/Vietnam.

Plans for Next Six Months:

- Introduce Training of Trainer (TOT) model to build capacity for PAC's staff: Conduct trainings for PAC representatives who in turn will roll-out trainings on VCT and condom promotion across their PE/OW network in their provinces, and to measure the impact the training courses through monitoring trips using check-list/follow-up forms and facilitating discussion on VCT and condom promotion implementation across their PE/OW network
- Co-facilitate with the trained provincial trainers in their first round of PE/OW trainings for PEPFAR funded programs (i.e. FHI and LifeGap) with focus on VCT/CCU promotion, and IPC skills.
- Conduct regional-level social marketing workshop for PAC/PHDs to increase their understanding of effective approaches in social marketing and BCC programming. The workshops will increase PAC's understanding and ability to apply effective BCC and social marketing strategies to their HIV programs and interventions. PSI will also continue to engage with PAC to ensure full understanding of the full scope of PSI supported HIV intervention across MARP groups and activities, including all mass media communication supports.
- Continue to produce and provide other outreach teams with new IPC tools and IEC materials on VCT and condom promotion and provide support to ensure their effective use in the field.
- PSI will collaborate with Pact and its grantees on its TOT to develop a following up plan to collect feedback from the local organizations on the training impact as well as to provide them continuous support on HIV prevention intervention.

6. Prevention / Abstinence and Being Faithful

Result 6: Increase safer sexual behaviors among potential male clients of SWs:

Overview (highlights, key achievements)

During FY10, interpersonal communicators (IPCs) under the provincial government partners (PAC/PHD) reached **508,956 male clients of SWs** as part of the PSI outreach activities implemented in entertainment establishments. In addition, the project also reached 70,134 young men (18-24 age group) in tertiary institutions and universities as part of the Youth Component sub-contracted to Save the Children.

PSI partnered with ISMS, a local NGO to conduct training for the total of 154 IPCs in across 7 provinces. Training was done on a semi-annual basis through 14 training courses held in February-March and September for based on findings from the behavior survey and to improve communication skills. Save the Children provided training to 38 IPCs under Youth component. In addition, 56 outreach workers from Pact's partners (CHP, CPSE) and Chemonics was trained by PSI and ISMS as part of capacity building activities to provide technical assistance to them for integrating male client intervention and condom social marketing into their own intervention.

During FY10, PSI worked with a local research agency, Consultation for Investment in Health Promotion (CIHP) to complete the Male Client of SWs Behavioral Survey in 7 provinces. Findings of this survey were presented to USAID, CDC and some PEPFAR partners along with FHI's preliminary dissemination of the IBBS results. In January, PSI conducted a comprehensive review of the Male Client program, using the recently completed Behavioral Study, program MIS data, an

assessment of on going activities and program inputs, and the impact of these activities on behavior change. This was a week-long workshop based on an internally developed marketing planning process using PSI's Behavior Change Communication framework. The workshop led to refinement of work-plans for program areas including marketing and communication (mass and mid media, IPC), sales and distribution based on key findings from research and M&E. Analysis showed that exposure to program activities among male clients of sex workers had a statistically significant correlation with increased condom use. The primary changes to the program design include – i) Improve program reach and cost-effectiveness by significantly increasing the target to reach over 600,000 male clients in one year, ii) Improve targeting by limiting the number of EEs (based on risk profile and field assessments), iii) Converge all media activities (mass media, events and outreach) in these EEs to improve overlap of communication messages across different channels and iv) Increase condom availability and condom promotion efforts based on venues where men meet SW and where they have sex with SWs.

In addition, in FY10, PSI conducted three rounds of Male Client Project Quarterly monitoring surveys for reach and coverage in 7 provinces. The study used Lot Quality Assurance Sampling (LQAS) method. Findings from the survey helped PSI to monitor our progress towards goals set at the Marketing Planning Process workshop.

Highlights: narratives based on approved work plan

Interpersonal Communication (IPC):

- During FY10, PSI conducted two rounds of two-day formal training courses in each province for **154 IPCs** to improve a variety of dialogue skills of IPC sessions and practice new sub-theme communication tools. Curriculum for the second round was developed based on findings from training needs assessment conducted in the North and the South. Analysis of pre- and post-test results of the second training round showed increased knowledge and perceived confidence of IPCs when persuading repeated clients and dealing with difficult questions.
- One of the priorities defined during the Marketing Planning workshop was to significantly increase IPC reach to over 600,000 per calendar year and increase repeat reach through IPC to have impact in behavior change. Therefore PSI worked with PACs to set new outreach targets for each IPC team and the targets were divided into monthly and weekly targets accordingly.
- In an effort to improve program efficiency and reach, PSI updated its EE cluster database to verify all groups of EE within key geographic areas to allow IPCs to reach maximum number of male clients. The upgraded database also allows us to track overlap between IPC and marketing support activities within the targeted EEs to maximize exposure among male clients.
- During the FY10 reporting period, six new IPC tools were developed based on key findings from Male Clients of SWs Behavioral Survey. These tools were designed to keep IPC messages simple and focused, and also improve persuasiveness of the communication message on consistent condom use with SWs.
- In order to roll out in the field the key decisions made during the marketing planning workshop, PSI organized 2 two-day training courses for 7 Field Supervisors in Hanoi in March and June. Key objectives of the training included (i) updating results from Male Client behavioral survey round two and Strategic decisions made in marketing planning workshop; (ii) updating results from Male Client monitoring survey of reach and coverage; (iii) experience sharing on outreach implementation; (iv) strengthening supportive monitoring and supervision role of field supervisors; and (v) TOT on new sub-theme communication and IPC tools for the upcoming quarters. The Field Supervisors then conducted hands-on training courses for IPCs in 7 provinces on new sub-theme communication with new IPC tools.

Mass Media:

- As a key decision made during the marketing planning workshop, PSI continued improve cost-effectiveness of the mass media channels used while increasing overlap with other channels (IPC and mid-media) through better targeting.
- Updated the communication strategy for VCT mass media campaign targeting Male Clients to increase message persuasiveness, emphasize on benefits of VCT and link with high risk behaviors.
- In order to increase coverage of male clients who have exposure to the same themed message through different communication channels, PSI worked with a creative design agency to develop online games adapted from IPC tools to promote consistent condom use among male clients. The online games were adaptations of the current IPC tools to further enhance the effect of overlapping channels with the same message. This online version was launched in popular websites for men (including 24h.com.vn, vnexpress.net, dantri.com.vn, and baobongda.com) from July 1 to September 30. During this period, there were 382,318 unique hits (IPC addresses) to these websites to participate in the online games.
- Placed a series of print advertisements and informational articles in popular newspapers and men's magazines in July & Aug 2010 to help raise awareness of the program, improve social norms and promote healthy sexual behaviors.
- Mid Media events: Based on the key decision made during the marketing planning workshop to increase the overlap of exposure of male clients to different communication channels, 400 mid-media events were conducted in selected EEs in the updated EE cluster database in 7 provinces from June to Sep 2010 to promote safe sex messages. Events applied the same themes as mass media and interpersonal communication channels to ensure the delivery of the same message for the same periods of time. There 32,364 men were reached through the events.
- Meetings with PACs: Conducted quarterly meetings with all PACs to (i) give them full updates on Male client program implementation, including IPC, Marketing, and Sales activities in each province, difficulties and challenges during program implementation and proposed solutions, (ii) share key research findings from Male Client behavioral survey round two, strategic decisions made during marketing planning workshop, and key findings from Male Client monitoring surveys of reach and coverage.

Youth Component: Save the Children

- During FY10, IPCs reached 70,134 young men (new contacts) who are current and potential clients of sex workers.
- 16 events were held with the participation of about 15,000 students. Most students reported that the events helped them to learn about HIV and commit to practice safer behaviors.
- Half-day workshops for a core group of male students were maintained weekly at five universities. The participants were encouraged to share the knowledge and skills learnt from those workshops to their classmates and roommates for safer behaviors.
- 38 IPCs were trained. Two refresher trainings focused on providing technical updates and building IPC skills to respond to challenging questions from clients. As some of IPCs were newly recruited, the schedule was designed with priority for IPCs to practice with typical clients and allow time for feedback from the group. With peer support from other IPCs and technical support from SC staff, the newly recruited IPCs are now confident to respond with the challenging questions from male clients.
- Baseline and end-line surveys were conducted to evaluate the impact of the activities on key indicators. Of a random sample of students in the end-line survey, 94% reported being reached by project IPCs. Consistent condom use increased and condom use at last sex increased among sexually active students and intention to practice safer sexual practices increased among all students.
- Sub-awards with PACs were closely monitored throughout the year. The sub-awards were closed following standard procedures in order to end the university component of the project.
- University Youth Unions have taken ownership of campus-led project activities including interactive events, workshops and clubs. These will continue in the coming years as part of regular school activities.

Lessons learned/constraints:

- Close partnership with PACs resulted in smooth project implementation. Two-way communication with PACs through quarterly update meetings was a vital factor in implementing the program and increasing the ownership of the program.
- Reaching male clients at EEs is the most strategic location and it was re-confirmed from Male client behavioral survey round two.
- Multiple exposures to communication channels by male clients including IPC, Mid-media and Mass media is of great importance in behavior change. This year, the program focused great effort on increasing overlapping of multiple exposures to communication channels. This was measured regularly through monitoring surveys of reach and coverage.
- Semi-annual in-house training for Field Supervisors on supervision skills, field management and training skills as well as updating strategic decisions related to the program was a good way to: (i) strengthen supervision and management skills for Field Supervisors; (ii) update field staff on strategic programming decisions; and (iii) conduct in-house training for IPCs (by field supervisors) to introduce new communication theme materials and tools, and improve their IPC skills.
- Regularly-updated cluster-mapping of EE helps improve new and repeat client contacts

Youth Component (Save the Children):

- The support from university leaders, youth unions and student associations is crucially important. Fully understanding the meanings of project influences their reactions and involvement. Many universities provide additional funds to support events.
- Promoting HIV prevention on campuses through outreaches and events resulted in less risk practice, greater personal risk perception and more knowledge about HIV prevention.

Explanation/justification where achievements exceeded/fell below target:

- Exceeded program reach targets. However, the training targets were not met the turnover among the field staff was lower than anticipated and repeat trainings for the same IPC team did not count as per PEPFAR's guideline of reporting indicators.

Plans for the next six months:

- Discontinue Youth component under Save the Children as per strategic decision made with USAID
- Develop and implement training programs for all outreach teams in the 7 project provinces to implement the new communication themes and use tools: Organize one informal training (by Field Supervisors) on new IPC sub-theme communications in December 2010 and one formal training (by training agency) for IPCs in March 2011
- Monthly update mapping information for all EE venues to continue improve program efficiency (overlap across media channels) and maximize reach among male clients (high reach while ensuring frequency)
- Conduct quarterly update meetings with 7 PACs for all mass media placement to ensure strong linkages with field activities and to ensure Male Clients continues to receive priority consideration in the overall government program

7. Strategic Information (Including All M&E and Research/Survey/Assessment Activities)

Overview (Highlights, Key Achievements)

Research:

1. Behavioral Survey among Male Clients of SWs in 7 provinces: In partnership with a local research agency, Consultation for Investment in Health Promotion (CIHP), PSI conducted the second round of the Behavioral Survey among male clients of SWs in seven PEPFAR provinces (the first round was limited to 2 provinces only). In January 2010, the research

findings were disseminated internally and used to update the program strategy for the male client project, including outreach activities, communication messages, and targeted condom social marketing activities. Research results were also presented to the PEPFAR team and key stakeholders in April 2010 along with the IBBS 2009 findings (for SW, IDU and MSM). The IBBS focuses on 3 MARP groups (SWs, IDUs and MSM). PSI's behavioral survey on male clients of SWs provides insight into the 4th MARP group missing from the IBBS. In the future, PSI will explore potential to include biological surveillance as part of the Behavioral survey. To ensure evidence-based decision making and inform strategic decision making for the male client intervention, PSI's research team shared the behavior survey findings with provincial government partners in all 7 project provinces.

2. *Male Client Project Quarterly monitoring surveys for reach and coverage:* In partnership with AC Nielsen, private sector research organization, PSI completed two rounds of quarterly surveys to monitor reach and exposure to the Male Client communication activities in project districts in 7 provinces. The study used Lot Quality Assurance Sampling (LQAS) method. Findings from the survey have been used to determine resource allocation for the Marketing department to coordinate mass and mid-media activities, to provide feedback to the interpersonal communications teams, and to provincial government partners to track reach of outreach activities and enhance program coverage.
3. *PMTCT Quantitative survey in 3 provinces:* In partnership with Taylor Nelson Sofres Viet Nam (TNS), a global research company, PSI completed a quantitative survey among pregnant women (in late stages of pregnancy) and post-partum mothers (up to 3 months of infant) in Hanoi, Hai Phong, and Quang Ninh. The objective of the survey was to assess proportion of women accessing 'early HIV testing' (before 28 weeks of pregnancy) at different ANC levels (provincial, district and commune). The survey was also to inform PSI's communication strategy for PMTCT by understanding barriers to and motivations for early HIV testing as part of ANC services. The research findings were disseminated internally in April, 2010 for reforming the communication strategy, outreach activities as well as monitoring system of the project.
4. *Behavioral Survey among Male IDU in 7 provinces:* In August 2010, PSI partnered with Newcare Medical Development Joint Stock Company, a local research agency, to conduct behavior survey among male IDU. The objective of the survey was to measure baseline scores for condom use, uptake of HIV testing and VCT services and initiation into injecting drug use of non-drug users by existing IDUs (behaviors related to the Break The Cycle intervention). The survey also identified behavioral determinants to help inform the technical assistance package for the program. Results from this study were used for as baseline information to guide PSI's evidence-based programming targeting IDUs, including BTC model.
5. *Qualitative research on Female condom use among SWs in Hai Phong and Quang Ninh provinces:* In June 2010, PSI in partnership with Nielsen conducted a qualitative research on female condom use among SWs and SW-IDU in Hai Phong and Quang Ninh. This qualitative research aims to understand the current use of female condom among SW and SW-IDU as well as the motivations and barriers to female condom use among SWs by partner types. A total of 18 triads with SW, 4 dyads with SW-IDU and 6 IDIs with OWs were conducted. The result of this research will be used to update communication strategy for promoting female condom use among SWs through PSI's existing outreach activities. Nielsen under the technical support from PSI is developing the top-line findings and the final report.
6. *SW monitoring survey for reach and coverage:* In partnership with Consultation of Investment in Health Promotion (CIHP), a local research agency, PSI conducted a survey to measure coverage of the HIV prevention communication activities in Hai Phong and Quang Ninh targeting FSW, including SW-IDU outreach activities, and to better understand the mobility of SWs in those two provinces. Findings from the survey have been used to provide feedback to

the SW-IDU program and also shared with provincial government agencies (PHD/PAC) and other partners (USAID, CDC, LifeGAP, FHI) as part of the experience-sharing workshop conducted in Hanoi. Provincial Government partners from 4 provinces and central representatives were invited to the workshop to help integrate best practices of the SW-IDU intervention into existing programs targeting SWs.

7. Retail Audit on commercial condom market: PSI bought retail audit data on commercial condom market from IMS to better understand the volume and value share of commercial brands in the private sector condom market. This is the first preparation step to contribute to Total Market Approach (TMA) to be roll-out in FY11. This retail audit data provides representative information on 11,000 pharmacies nationally and include detailed information by month over a 3 year period.
8. MSM survey: behavioral survey among MSM on condom and lubricant use and uptake of VCT services was not done and is postponed to the quarter 2 of FY11.

M&E:

- Free condom distribution: Finalized the condom annual projection by partners based on the new suggested norm and guidelines. Completed report and collected updated MIS reports from all PEPFAR partners for the free condom distribution activities by province, by target group and by setting/channel.
- CSM: Completed MIS data collection and analysis for the condom social marketing program. This helps provide detailed information on sales trends by sites and outlet type, impact of the targeted promotion activities. Updated CSM database with all outlets provided by IDU-SW outreach team and PAC's outreach interventions to generate sales route list (increase CSM coverage in NTOs)
- PMTCT: Continued using MIS system to track 'early' HIV testing among pregnant women accessing project supported ANC sites. Linked with number of pregnant women reached at different level (commune, district or provincial level).
- VCT: Collected VCT MIS forms from all PEPFAR-supported VCT sites to understand trends in client flow. Also collected self-administered questionnaires at all project VCT sites to track exposure to the *Chan Troi Moi* communication campaign.
- Male Clients: Master list created with male client intervention database to maximize marketing investment through overlap among Mass media, Mid media, and IPC activities
- IDU-SWs: Master list created with both CSM and IDU-SW intervention databases to enhance programmers' ability to track synergies across activities.
- Monitoring trips were conducted to ensure quality data collection in the field, ensure field team adheres to regulations, to check the frequency of visits to venues.

Lessons learned/constraints:

- Behavioral survey among male clients of SW: This survey once more confirmed that entertainment establishments such as bia hois (beer halls) and quan nhau (popular restaurants) are effective channels to target male clients of sex workers. However, the survey required a large number of surveyors for field data collection. Therefore, it is important to select an agency with large human resources.
- Male Client Project Quarterly monitoring surveys for reach and coverage: The findings from the study confirmed that LQAS method was effective (simple, needs a minimal sample, non-time consuming, and less expensive) to measure exposure to male client campaigns at district level over time. However, it is decided that moving forward the survey will be conducted bi-annually in stead of quarterly to save costs.
- PMTCT quantitative study: Simple random sampling provided high quality sample and we have full sampling frame to support for this sampling method. However, this sampling method consumed lots of resource and required a lot of efforts in the field, especially study participants scatter cross all the communes while their addresses were not very clear. The cluster sampling will be more practical next time since we only have to focus on a smaller

number of communes for field data collection. Evaluation of the project's communication activities also proved difficult as exposure questions only included brand recall (confusion with a popular television show brand).

- *Behavioral survey among male IDUs*: This study used Respondent Driven Sampling (RDS) method to recruit male IDUs. The study was conducted very close to the Tet holiday, when the police campaigns often happen. Therefore, many IDUs were afraid to go to the study site that created difficulties for the recruitment. Although PSI team had many efforts such as using all the peer educator networks in the field to invite respondents to participate and successfully completed the study as plan, we should avoid conducting field data collection for the studies dealing with illegal activities at the time of police campaigns, which often happens closed to national events such as Tet holiday, Victory Day, National Day, etc.
- *Qualitative research on female condom use among FSW*: Dyads/Triads method was also used in recent qualitative studies of PSI. It provides an opportunity for moderators to obtain in-depth information from two or three informants at the same time and to observe their interaction and exchange of ideas. These small group models can provide a more natural setting than large group discussions, allowing informants to talk about new or sensitive topics.
- *M&E*:
 - PSI experienced some difficulties in collecting data for PMTCT reports.
 - The monitoring system for PMTCT program area (pregnant women reached through IPC, community mobilization event) should be strengthened
 - VCT client uptake data collection remains challenging with some discrepancies between data provided by PAC coordinators and secondary data from VCT services provider's database (under 5%). A big discrepancy of client uptake between PAC source and FHI source in quarter (from January to March 2010) due to that FHI source is included the result of mobile VCT in the quarter meanwhile PAC counted client uptake and accessed HIV test service at FHI centers only.

Plans for Next Six Months:

Research:

- Conduct Distribution Survey (Project MAP) to measure condom availability (by brand) and other relevant information (price, source of supply etc.) in NTOs targeted by the condom social marketing program and in pharmacies (around these venues).
- Conduct Behavioral Survey among SWs, including SW-IDUs (Round 2) in 7 PEPFAR provinces
- Develop study design and engage key partners (FHI, CDC, PACs) for Behavioral Survey among Male Clients of SWs (Round 2) in Q3 FY11 and to include Biological surveillance.
- Conduct stakeholder meeting with USAID, CDC and PEPFAR partners (FHI, LG) to disseminate research findings from Male IDU Behavioral Survey and share experience from BTC intervention implementation. Share findings from the Male IDU Behavioral Survey with all provincial partners (through PAC) to inform evidence-based programming
- Conduct Behavioral Survey among MSM in 3 PEPFAR provinces
- Conduct a new round of monitoring study (TRaC-M) on exposure to different PSI's communication channels among male client of SWs at EEs
- Conduct qualitative research to pretest and refine the communication materials based on the request from marketing and communication team.

M&E:

- Generate monthly MIS information to track condom sales by outlet type, update coverage information for active outlets, update sales database and track performance against targets
- Conduct analysis for all sales campaigns and promotion events to evaluate campaign/event effectiveness and efficiency in achieving objectives

- Monitoring field trips to verify input data (NTO mapped and updated, sales route list and stock, etc). Also check the status of marketing support items (targeted media in EE and NTOs) and ensure overlap with outreach and sales activities
- Continue to collect the updated MIS reports from all PEPFAR partners for the free condom distribution activities and generate output reports on free condom distribution by partner, by province, by target group, and by setting/channel to submit USAID and VAAC on quarterly basis
- Collect VCT client flow data from all VCT sites supported by the '*Chan Troi Moi*' VCT campaign
- Conduct impact analysis of the 'VCT Promotion Month' campaign to measure increase in client flow across different VCT sites by province
- Conduct monthly monitoring visits to ensure high quality program implementation at the field level (accuracy of data collected, use of interactive tools, placement of targeted media etc.)

II. PROBLEMS ENCOUNTERED OR BARRIERS TO IMPLEMENTATION, IF ANY, AND THEIR SOLUTIONS

None to report

III. INFORMATION ON COST OVERRUNS, IF ANY

Project is on track with projected spending.